JOURNAL LA BISECOMAN
VOL. 05, ISSUE 03 (429-442), 2024
DOI: 10.37899/journallabisecoman.v5i3.2122

Implementation of Online Submission Risk Based Approach (Oss-Rba) System for Business Actors in Order to Accelerate Business Licensing in Nunukan Regency

Haisa[1], A. Nur Insan[1], Mulyadi Hamid[1]

[1]*Program Magister Manajemen, Fakultas Pascasarjana, Universitas Fajar Makassar, Indonesia*

**Corresponding Author: Haisa*

Article Info

Article history:
Received 2 May 2024
Received in revised form 25 May 2024
Accepted 11 June 2024

Keywords:
OSS-RBA
Business Licensing
Policy Implementation
DPMPTSP
Nunukan Regency

Abstract

This study aims to analyze the implementation of OSS-RBA in accelerating business licensing in Nunukan Regency and identify supporting and inhibiting factors in its implementation. This study uses a qualitative method with a descriptive approach, where data is collected through interviews with officials of the Investment and One-Stop Integrated Service Office (DPMPTSP) and business actors in Nunukan Regency. The results of the study indicate that OSS-RBA has provided convenience in business licensing through process digitization, reduced bureaucracy, and system integration with various related agencies. The main supporting factors for the implementation of OSS-RBA include regulatory readiness, HR support at DPMPTSP, and ease of online system access. However, there are still obstacles in its implementation, such as limited understanding of business actors regarding the OSS-RBA system, limited internet network infrastructure in several areas, and the complexity of requirements for businesses with medium and high risk levels. To increase the effectiveness of OSS-RBA, efforts are needed to socialize and train business actors, improve technology infrastructure, optimize assistance services, and improve coordination between agencies. With these steps, OSS-RBA is expected to be more optimal in accelerating the business licensing process and encouraging economic growth in Nunukan Regency.

Introduction

The current era of globalization, where the digitalization of public services is one of the main indicators in increasing the competitiveness of a country, especially in terms of ease of doing business. Various countries have attempted to adopt a digital-based licensing system to accelerate the administrative process and increase transparency. In Indonesia, the government has also taken strategic steps to encourage investment and ease of doing business through various regulations and policies, including bureaucratic reform in the licensing system (Manbait etl., 2022; Van der Waldt et al., 2022; Rohadin, 2021; Saputra & Dhianty, 2022).

The Indonesian government has taken various strategic steps to support digital transformation, especially in business licensing, in order to increase ease of doing business and attract investment (Anas & Cahyawati, 2023; Kusumaningtyas et al., 20220. One of the main initiatives is the implementation of the Online Single Submission (OSS) system, an electronically integrated business licensing platform designed to simplify the licensing process and reduce bureaucracy (Setyawan et al., 2024; Situmorang et al., 2023; Muoki, 2022). Through OSS, business actors can apply for permits online, which speeds up processing time and increases transparency in public services.

ISSN 2721-0987 (Print), ISSN 2721-124X (Online)

One of the concrete steps taken is the issuance of Law Number 11 of 2020 concerning Job Creation. This regulation aims to simplify business licensing procedures, eliminate complicated bureaucratic obstacles, and accelerate the licensing process. As a follow-up, Government Regulation Number 5 of 2021 concerning the Implementation of Risk-Based Business Licensing was issued, which is the basis for the implementation of the Online Single Submission Risk-Based Approach (OSS-RBA) system. This system was developed to replace the conventional licensing system which tends to be slow and inefficient.

Obstacles in the Conventional Licensing Process are often faced with long, non-transparent, and time-consuming bureaucratic problems, from the infrastructure aspect, the uneven distribution of telecommunications facilities and infrastructure in supporting the implementation of Integrated Electronic Licensing Services (Das, 2024; Ye et al., 2023; Matli & Wamba, 2023). This can be an obstacle for business actors to start and develop their businesses. To overcome the obstacles that arise in the conventional licensing system, such as complicated bureaucracy and uneven infrastructure, the Indonesian government has developed a more efficient digital-based licensing system.

The implementation of the Online Submission Risk Based Approach (OSS-RBA) system is a strategic step in supporting the acceleration of business licensing in Indonesia (Firdaus et al., 2023; Zahara et al., 2023; Anggunsuri & Zahara, 2023). By utilizing digital technology and a risk-based approach, this system is designed to simplify licensing procedures and adjust licensing requirements based on risk levels and business scale. This convenience is expected to encourage more business actors, especially Micro and Small Enterprises (MSMEs), to obtain business permits more quickly and efficiently. Since its launch on August 9, 2021, OSS-RBA has recorded significant achievements in the issuance of Business Identification Numbers (NIB). As of August 16, 2024, 10,000,019 NIBs have been issued, dominated by the MSME sector, which reached 9,909,900 NIBs. Meanwhile, medium and large businesses each obtained 28,303 and 61,816 NIBs, respectively. This development continues, where until February 1, 2025, the number of NIBs issued reached 11.7 million, with 99% of them owned by MSMEs (oss.go.id, 2025)

The high number of MSMEs utilizing OSS-RBA shows that this system plays an important role in increasing accessibility to licensing for small businesses, while also reflecting the effectiveness of the licensing digitalization policy in creating a more conducive business ecosystem (Zhao et al., 2024; Wang et al., 2023; Arifin, 2024). Licensing is the process of granting legal approval and authorization in accordance with the law, which allows individuals or entities to carry out certain activities that may violate the law or government regulations in certain situations. This process involves the granting of permits by authorized government agencies, in accordance with applicable legal provisions, which allow activities or behaviors that are usually prohibited in general (Kerwin & Furlong, 2018).

Nunukan Regency, as a border area directly adjacent to Malaysia, has significant economic potential, especially in the trade, industry, and services sectors. To increase competitiveness and encourage investment, the local government has adopted the Online Submission Risk Based Approach (OSS-RBA) system in business licensing services (Firdaus et al., 2023; Amalia et al., 2023). This digitalization aims to simplify the licensing process, accelerate the issuance of business licenses, and provide legal certainty for business actors, especially Micro, Small, and Medium Enterprises (MSMEs) that dominate the economic sector in the region. The existence of OSS-RBA is expected to be a solution for business actors in obtaining permits more efficiently, thereby encouraging local economic growth (Blakely & Leigh, 2013).

ISSN 2721-0987 (Print), ISSN 2721-124X (Online)

Since the implementation of OSS-RBA, Nunukan Regency has experienced an increase in the number of business actors who process permits digitally. Data shows that business permits issued through this system in 2023 reached 2,475 permits, while in 2024 there were 1,761 permits issued (DPMPTSP Kab. Nunukan, 2023–2024). The majority of OSS-RBA users in Nunukan come from the trade and services sector, considering the strategic position of this region as an entry point for the distribution of goods and cross-border economic activities. In addition, easy access and minimal costs in the licensing process make MSMEs more active in registering their businesses through this system.

The implementation of OSS-RBA in Nunukan Regency also has an impact on increasing the value of investment entering the region. Data from the Investment Sector of the Nunukan Regency DPMPTSP shows that before the implementation of OSS-RBA, the investment value tended to fluctuate, with a figure of IDR 1.86 trillion in 2019, decreasing to IDR 1.03 trillion in 2020, and increasing again to IDR 1.52 trillion in 2021. After the implementation of OSS-RBA, incoming investment experienced a significant spike, especially in 2023 which reached IDR 9.44 trillion, a sharp increase compared to previous years. In 2022, incoming investment was recorded at IDR 2.60 trillion, while in 2024, the recorded investment value reached IDR 2.35 trillion. This increase indicates that the digitalization of licensing through OSS-RBA has had a positive impact on the business climate in Nunukan Regency. Although there is an increasing trend in investment after the implementation of OSS-RBA, data shows a decrease in investment in 2024 compared to 2023. This shows that in addition to easier licensing, there are other external factors that influence investors' decisions to invest in this area. Global economic conditions, national investment policies, and regional competitiveness are factors that need to be considered in maintaining investment stability. Therefore, in addition to optimizing OSS-RBA, other supporting policies are needed, such as incentives for investors, improving business support infrastructure, and integrating cross-sector policies that can strengthen investment attractiveness in Nunukan Regency. With a more comprehensive approach, it is hoped that the business and investment climate in this area can continue to develop sustainably.

Although OSS-RBA has brought convenience to business actors and increased investment, its implementation in Nunukan Regency still faces several challenges. One of the main obstacles is the limited digital infrastructure that is not evenly distributed, especially in terms of unstable internet networks. This condition is often an obstacle in the provision of online-based services, including when implementing mobile services carried out by DPMPTSP. Inconsistent internet access hinders business actors from accessing the OSS-RBA system independently, so many still rely on the help of other parties to take care of their business permits. In 2016, there were 452 permits issued, but that number dropped drastically to 260 in 2017 and continued to decline to only 192 permits in 2020.

In addition to technical constraints, the low level of digital literacy among business actors is also a challenge in the implementation of OSS-RBA. Many business actors do not understand how to access the OSS-RBA system or have difficulty registering their business activities independently. One common problem faced is the difficulty in choosing the appropriate business activity code, so they often ask for help from others. Data shows that as of February 21, 2025, there were 428 applicants who had not met the requirements due to technical and administrative constraints in the process of registering their business permits (Nunukan Regency OSS Dashboard, 2025).

In order to overcome these obstacles, the local government through DPMPTSP has provided assistance services and mobile services for business actors who have difficulty using OSS-

ISSN 2721-0987 (Print), ISSN 2721-124X (Online)

RBA (Rahmawati et al., 2023; Lontoh et al., 2023). The OSS-RBA assistance service, which is in the form of assistance in registering business permits, has helped 426 business actors in 2022, 305 in 2023, and 139 in 2024. Meanwhile, mobile services that are carried out by visiting certain locations directly also play an important role in assisting with business permit registration. Data shows that in 2022, this service has helped 523 business actors, increasing to 716 in 2023, but decreasing to 246 in 2024.

The decrease in the number of assistance services and mobile services shows that gradually more and more business actors are starting to understand and can access OSS-RBA independently. However, concrete steps are still needed to increase socialization and digital education for business actors so that more people can utilize this system optimally. In addition, improving digital infrastructure, improving the quality of internet networks, and better coordination between agencies are important factors that need to be considered to ensure the continued effectiveness of OSS-RBA in Nunukan Regency.

Various previous studies have examined the implementation of the Online Single Submission (OSS) system in the business licensing process in various regions. Misna's (2024) research on the implementation of OSS in Bombana Regency shows that this system has been running in accordance with existing guidelines. The implementation of OSS there is considered good based on indicators of communication, resources, attitudes of implementers, and bureaucratic structure. This success is supported by sufficient socialization and employee understanding of their duties and responsibilities. Rahmadani's (2024) research discusses the implementation of risk-based business licensing through OSS. This study highlights that OSS is a realization of the Job Creation Law which divides business risks into four levels. This study also emphasizes the increase in efficiency in the risk-based OSS system. However, there are shortcomings in the protection of personal data and aspects of supervision that still need to be improved.

Muhamad Tengku et al. (2023) in their research on the effectiveness of OSS highlighted technical problems that still occur, such as frequent system disruptions due to the high number of users accessing simultaneously. These technical constraints cause OSS-based licensing services to not always be accessed smoothly, thus hindering business actors from obtaining permits quickly. This study confirms that although OSS is able to accelerate the licensing process and reduce bureaucracy, system availability and technology maintenance are still challenges in its implementation. Compared to previous studies, the study conducted in Nunukan Regency highlights the implementation of OSS-RBA in accelerating business licensing with various more specific challenges. One focus of this study is how the OSS-RBA system is implemented to accelerate business licensing in Nunukan Regency. This study also explores the factors that support and inhibit the implementation of this system.

Methods

This study uses a qualitative approach with a descriptive method. The qualitative approach was chosen because this study focuses on an in-depth understanding of the implementation of the OSS-RBA system in accelerating business licensing in Nunukan Regency. The descriptive method is used to systematically describe various aspects related to the implementation of this policy, including the implementation process and the supporting and inhibiting factors that arise.

The researcher acts as the main instrument in data collection and analysis. As the main instrument, the researcher is responsible for designing the research, determining informants, conducting interviews, observations, and analyzing documents relevant to the implementation of the OSS-RBA system in accelerating business licensing in Nunukan Regency. In addition,

ISSN 2721-0987 (Print), ISSN 2721-124X (Online)

the researcher also plays a role in establishing communication with informants to obtain accurate and in-depth data. In this process, the researcher must be objective, impartial, and maintain the validity and reliability of the data obtained.

During the research, the researcher interacted directly with various parties involved in the implementation of OSS-RBA, including local government officials, business actors, and other stakeholders. Researchers also conducted data triangulation to ensure the validity of information obtained through various sources, such as interviews, observations, and related official documents. With this role, researchers are expected to be able to dig up in-depth information regarding the implementation of the OSS-RBA system and the factors that support and inhibit the acceleration of business licensing, so that the results of the study can contribute to increasing the effectiveness of licensing policies in Nunukan Regency. This research was conducted in Nunukan Regency, North Kalimantan Province, which is a border area with an economic growth rate that is influenced by business licensing regulations. Nunukan Regency was chosen as the research location because this area has implemented the Online Single Submission Risk-Based Approach (OSS-RBA) system in the business licensing process, so it is relevant to be studied in the context of accelerating business licensing.

The unit of analysis in this study includes related government agencies, namely the Nunukan Regency Investment and One-Stop Integrated Service Office (DPMPTSP), as well as business actors who have used the OSS-RBA system in managing their licensing. DPMPTSP Nunukan Regency was chosen as the research unit because it has a primary role in implementing the OSS-RBA system and is responsible for managing business licensing in the region. This agency is a service center that connects business actors with risk-based licensing regulations, making it possible to study the implementation of the system, the obstacles faced, and the effectiveness of the services provided.

Result and Discussion

This section presents the research results obtained from interviews with informants and data that has been analyzed. The research results describe how the implementation of the OSS-RBA system in business licensing, the obstacles faced, and the factors that support the smooth licensing process. The findings presented aim to provide a deeper understanding of the effectiveness of this system and efforts that can be made to improve its use.

Implementation of the OSS-RBA system in accelerating business licensing in Nunukan Regency

The implementation of the OSS-RBA system in accelerating business licensing in Nunukan Regency is an effort by the government to simplify the licensing process to make it more efficient and transparent. This system is designed to provide convenience for business actors in managing licensing online based on the level of their business risk. The implementation of OSS-RBA allows the licensing process to be faster, with a risk classification that determines the requirements and stages that must be met by each type of business.

The implementation of this system in Nunukan Regency involves the Investment and One-Stop Integrated Service Office (DPMPTSP) as the agency responsible for managing licensing. Readiness of human resources, technological infrastructure, and business actors' understanding of the system are important factors in supporting the implementation of OSS-RBA. Changing the system from manual licensing to a digital system also requires adaptation and coordination between various parties so that this policy runs optimally.

ISSN 2721-0987 (Print), ISSN 2721-124X (Online)

The effectiveness of OSS-RBA in accelerating business licensing in Nunukan Regency can be seen from the ease of access to services, the speed of permit processing, and the level of satisfaction of business actors. However, challenges in implementing this system remain, such as technical constraints, lack of user understanding, and the need for increased coordination between related agencies. Evaluation of the implementation of OSS-RBA continues to be carried out to ensure that this system truly has a positive impact on business growth and investment in Nunukan Regency.

Based on the results of interviews with informants, various perspectives were obtained regarding the implementation of the OSS-RBA system in the business licensing process. Each informant provided an overview of their experience in using this system, including the convenience they felt, the obstacles they faced, and the form of support provided by the government. The following is a summary of the answers given by each informant:

Interview with Informant 1, Mr. Irsan Jusmanto, S.H., as the Functional Officer of the Middle Expert Licensing Arrangement, was conducted on February 24, 2025. The first question asked was regarding the business licensing procedure through the OSS-RBA system in Nunukan Regency.

> *"The business licensing process through the OSS-RBA system in Nunukan Regency is actually quite simple, but it does require accuracy in filling in the data. First, business actors must register on the OSS-RBA website and create an account with a username and password. After that, the business data must be filled in completely, including the Population Identification Number (NIK) for identity verification. Once the data is entered, the OSS-RBA system will automatically verify the application. If all the data is correct, the system will issue a business license based on the level of business risk submitted. For low-risk businesses, permits can be issued immediately without many additional stages. Meanwhile, for businesses with medium or high risk, there are usually additional requirements such as recommendations from related agencies or other supporting documents".*

Based on the explanation of Mr. Irsan Jusmanto, S.H, the business licensing procedure through OSS-RBA is designed to be simpler and more efficient. However, accuracy is required in filling in the data so that there are no errors that can slow down the process. Every business actor is required to register through the OSS-RBA website and create an account. After that, the business data must be filled in completely, including the Population Identification Number (NIK) which is used for identity verification.

One of the advantages of this system is the automatic verification process carried out by OSS-RBA. If all the data entered is correct, business permits will be issued immediately based on the predetermined risk level. For low-risk businesses, permits can be issued instantly without additional processes. However, for businesses with medium or high-risk levels, there are additional requirements, such as recommendations from related agencies or other supporting documents.

One of the advantages of this system is the automatic verification process carried out by OSS-RBA. If all the data entered is correct, business permits will be issued immediately based on the predetermined risk level. For low-risk businesses, permits can be issued instantly without additional processes. However, for businesses with medium or high-risk levels, there are additional requirements, such as recommendations from related agencies or other supporting documents.

ISSN 2721-0987 (Print), ISSN 2721-124X (Online)

The second question asked in the interview with Mr. Irsan Jusmanto, S.H. related to the policies that have been implemented to support the acceleration of business permits through the OSS-RBA system?

> *"The government has made many policies so that business licensing through OSS-RBA becomes faster and easier. The basis is in Government Regulation Number 5 of 2021 which regulates risk-based licensing, then there is also Government Regulation Number 6 of 2021 which is specifically for licensing in the regions. In addition, each sector also has its own regulations, for example from the Ministry of Trade, Health, to Tourism, so that all businesses have clear standards. In Nunukan itself, there is Regent Regulation Number 1 of 2022 which regulates the delegation of licensing authority, plus regulations from DPMPTSP regarding service standards and service management. In essence, all these policies are made so that business actors do not have to bother taking care of permits and can immediately run their businesses without unnecessary obstacles".*

According to Mr. Irsan Jusmanto, S.H, several main policies that support the OSS-RBA system include Government Regulation Number 5 of 2021 concerning risk-based licensing and Government Regulation Number 6 of 2021 which regulates licensing in the regions. In addition, in Nunukan Regency, Regent Regulation Number 1 of 2022 is also implemented which regulates the delegation of licensing authority and regulations from DPMPTSP regarding service standards. This policy was made so that business actors do not experience difficulties in managing permits. With clear regulations, the licensing process can run faster, more transparently, and reduce unnecessary administrative obstacles.

Factors that support and inhibit the implementation of the OSS-RBA system in accelerating business licensing in Nunukan Regency

The implementation of the Online Single Submission Risk-Based Approach (OSS-RBA) system aims to accelerate the business licensing process with a more integrated digital system. Through this system, business actors can take care of permits independently without having to come directly to the licensing service office. However, the implementation of OSS-RBA in Nunukan Regency cannot be separated from various factors that support or inhibit the smooth running of the process.

Supporting factors in the implementation of OSS-RBA include aspects such as ease of access for business actors, service support from related agencies, and simplification of regulations that facilitate the licensing process. In addition, the existence of technological infrastructure and the readiness of human resources in managing the system are also important elements in ensuring the smooth use of OSS-RBA.

On the other hand, there are also various obstacles that hinder the implementation of this system. Some of them are the lack of understanding of business actors on how to use OSS-RBA, limited internet access in some areas, and the readiness of human resources in providing assistance. In addition, suboptimal coordination between agencies is also a challenge in ensuring that licensing can be processed quickly and efficiently. By considering these supporting and inhibiting factors, interviews with various informants will provide a clearer picture of the extent to which OSS-RBA has been implemented and what challenges still need to be overcome in accelerating business licensing in Nunukan Regency as follows:

Interview with Informant 1, Mr. Irsan Jusmanto, S.H., as the Functional Officer of the Middle Expert Licensing Arrangement, was conducted on February 24, 2025. The first question asked

ISSN 2721-0987 (Print), ISSN 2721-124X (Online)

was What are the factors that support and inhibit the smooth implementation of OSS-RBA in accelerating business licensing?

> *"The smooth running of the OSS-RBA system is supported by various parties, starting from the Regent, Regional Secretary, technical OPDs, to service officers at DPMPTSP. Business actors are also starting to get used to using this system, especially since the rules are clear, so it is easier to implement. But in the field there are still obstacles. Many business actors do not understand how to use OSS-RBA, so it is still more comfortable to come directly to the office. In addition, some requirements are also considered too burdensome, for example small businesses such as sewing must have an industrial permit, or home ceiling workers must have a Business Entity Certificate. Things like this are sometimes obstacles."*

The answer from Informant 1, Mr. Irsan Jusmanto, S.H., showed that the implementation of OSS-RBA in Nunukan Regency is supported by various parties, starting from the local government to service officers at DPMPTSP. The clarity of the rules is also a factor that makes it easier for business actors to take care of permits. However, obstacles remain, especially in terms of understanding the system by business actors who are still used to conventional methods. In addition, several licensing requirements that are considered too burdensome for small businesses also become obstacles in accelerating the licensing process. Coordination with related agencies is also mentioned as a factor that facilitates the implementation of OSS-RBA, because it ensures that licensing policies and procedures run more effectively. This shows that in addition to technological readiness, the active role of officers and clear regulatory support greatly influence the success of the OSS-RBA system in Nunukan Regency. However, ongoing efforts are still needed to improve business actors' understanding of the system so that its benefits can be felt more widely.

Coordination with related agencies is also mentioned as a factor that facilitates the implementation of OSS-RBA, because it ensures that licensing policies and procedures run more effectively. This shows that in addition to technological readiness, the active role of officers and clear regulatory support greatly influence the success of the OSS-RBA system in Nunukan Regency. However, ongoing efforts are still needed to improve business actors' understanding of the system so that its benefits can be felt more widely.

The next question asked to informant 1, Mr. Irsan Jusmanto, S.H., was How do the technology infrastructure and internet networks support the implementation of OSS-RBA in Nunukan Regency?

> *"The internet network in Nunukan Regency is sufficiently supported by the Communication and Information Service, so the OSS-RBA system can run well. As long as the connection is stable, the licensing process can be carried out smoothly without significant obstacles."*

Based on the explanation from Informant 1, Mr. Irsan Jusmanto, S.H., the technology infrastructure and internet networks in Nunukan Regency are sufficiently supported by the Communication and Information Service, so that the implementation of OSS-RBA can run well. As long as the internet connection is stable, the licensing process can be carried out smoothly without significant obstacles. However, there is still the possibility of obstacles for business actors who have limited internet access or do not understand how to use the online system.

> *"In urban areas, the internet network is quite supportive, so the licensing process via OSS-RBA can be faster. But in areas where the signal is still less stable, this is a*

ISSN 2721-0987 (Print), ISSN 2721-124X (Online)

challenge in itself. Therefore, if anyone has difficulties due to the network, they can come directly to the DPMPTSP office for assistance. In addition, we also have mobile services that can reach business actors in areas where internet access is difficult."

Based on an interview with Informant 2, Mr. Zulkarnaen, it can be concluded that technology infrastructure and internet networks play an important role in the smooth implementation of OSS-RBA. In urban areas, a fairly stable internet network allows the licensing process to run faster and more efficiently. However, in areas with less stable signals, internet access constraints are a challenge for business actors in taking care of licensing independently. To overcome this, the government through DPMPTSP provides office assistance services and mobile services that can reach business actors in areas with limited internet access. This effort shows that despite technical challenges, alternative solutions have been prepared so that all business actors can still access OSS-RBA services more easily. Based on interviews with the two informants, it can be concluded that the technology infrastructure and internet network in Nunukan Regency have generally supported the implementation of OSS-RBA, especially with the support of Diskominfo. In urban areas, a stable internet network allows the licensing process to run smoothly. However, obstacles are still found in areas with less stable signals, which can hinder business actors from accessing the system online. To overcome this, the government through DPMPTSP provides office assistance services and mobile services that reach areas with limited internet access. This shows that despite challenges in accessibility, strategic steps have been implemented to ensure that OSS-RBA remains accessible to all business actors.

According to Daniel A. Mazmanian and Paul Sabatier (1979) quoted in the book by Solihin Abdul Wahab (2008), implementation is defined as the process of understanding what actually happens after a program is implemented or formulated. The Online Single Submission Risk-Based Approach (OSS-RBA) system is a risk-based licensing system developed by the government to simplify the business licensing process. The main objective of this system is to accelerate and facilitate business actors in obtaining the legality of their businesses with a more transparent, integrated, and efficient system. In Nunukan Regency, OSS-RBA has been implemented as part of the local government's efforts to encourage economic growth and investment, especially because this area has diverse business sectors and is located in a strategic border area. Based on the findings from interviews with informants regarding the implementation of the OSS-RBA system in accelerating business licensing in Nunukan Regency, it can be concluded that this system brings significant changes compared to the previous licensing system. Before OSS-RBA was implemented, the business licensing process in Nunukan Regency took longer and was more complex because it had to go through various administrative stages in several agencies. Business actors are required to come directly to the service office to take care of permits, so that bureaucracy becomes long and less efficient. With the OSS-RBA, the entire licensing process can now be done online, allowing business actors to access services anytime and anywhere without having to come directly to the Investment and One-Stop Integrated Service Office (DPMPTSP). The main advantage of OSS-RBA is the risk-based approach in determining the type of permit required by business actors. Low-risk businesses only need a Business Identification Number (NIB) without having to go through additional verification stages, while businesses with medium to high risks must meet certain technical requirements in accordance with the standards set by the relevant agencies. This makes the licensing process more proportional, so that businesses with lower risk levels can operate without being constrained by excessive bureaucracy.

The low-risk business licensing process based on service SOP No. 17 of 2022 consists of three main stages. The first stage is the registration of the application made by business actors, both

ISSN 2721-0987 (Print), ISSN 2721-124X (Online)

individuals and non-individuals. In this stage, business actors must prepare several complete documents such as KTP, NPWP, active email address, and business entity deed and its ratification for business entities. After all documents are prepared, business actors register the application through the OSS system.

The second stage is filling in business activity data. Business actors need to enter data such as the Indonesian Standard Classification Code for Business Fields (KBLI), name and location of business, area of business premises, capital, number of workers, and production capacity for micro, small, and medium enterprises (MSMEs). For non-MSME businesses, additional documents such as land ownership certificates and other supporting documents are also required. Business actors fill in data through the OSS system.

The third stage is printing output from the OSS system. After the business activity data has been successfully entered and verified by the system, business actors can print the Business Identification Number (NIB) and other documents such as self-declarations related to K3L (Occupational Safety, Health, and Environment) and willingness to fulfill business obligations. With the completion of this stage, the low-risk business licensing process is considered complete, and business actors can start running their business activities in accordance with the permits obtained.

The business licensing process for medium-low risk based on service SOP No. 17 of 2022 consists of three main stages. The first stage is registration of the application, which is carried out by business actors, both individuals and non-individuals. In this stage, business actors must prepare complete documents such as KTP, NPWP, active email address, and business entity deed for business entities. After all documents are complete, business actors register through the OSS system. The second stage is filling in business activity data. Business actors need to enter important information, such as KBLI (Indonesian Standard Classification of Business Fields), name and location of the business, area of business premises, business capital, number of workers, and production capacity. For non-MSME businesses, additional documents are required such as land ownership certificates (SPPT, SHM, or other relevant documents), as well as other supporting documents such as land lease or loan letters. After all data is entered, OSS will process the information. The third stage is printing the output from OSS. After the OSS system completes the verification process, business actors can print the Business Identification Number (NIB), standard certificate, and a self-declaration document stating the willingness of business actors to fulfill the obligations that have been set. In addition, for micro businesses or small businesses related to spatial planning, an additional statement letter is required. After all documents are printed, the licensing process is declared complete, and business actors can start carrying out their activities in accordance with the permits obtained.

The medium-high risk business licensing process consists of several stages involving various parties, including business actors, OSS, technical OPDs, DPMPTSP, and heads of departments.

The first stage is application registration, where business actors, both individuals and non-individuals, register their businesses through the OSS system. Business actors must prepare complete documents such as KTP, NPWP, active email address, and business entity deed for business entities. After that, business data is inputted into OSS, including information such as KBLI, business name and location, business premises area, business capital, number of workers, and production capacity. If the business is in the non-UMKM category, additional documents such as land ownership certificates (SPPT, SHM, or other documents) also need to be completed.

ISSN 2721-0987 (Print), ISSN 2721-124X (Online)

The second stage is fulfilling business standard requirements. After registration, business actors must meet the established business standard requirements, such as having a NIB, an unverified standard certificate, an independent statement regarding K3L, and other supporting documents. The technical OPD will verify the fulfillment of these requirements. If the requirements are declared inappropriate or not met, the OSS system will issue a notification of improvement or rejection, so that business actors must make revisions. If all requirements have been met, the process continues with the issuance of a letter of approval.

The third stage is verification and issuance of permits. The technical OPD will verify the compliance of business standards and provide approval if all requirements are met. After that, a statement letter and letter of approval will be made and signed by the head of the agency. After all administrative processes are complete, the head of the agency will issue a business license in the name of the regent.

The last stage is printing the permit document. Business actors print the permit output from OSS and submit one copy to DPMPTSP as an archive. Thus, the business licensing process with medium to high risk is declared complete, and business actors can carry out their business activities in accordance with applicable regulations.

The high-risk business licensing process begins with business actors registering an application through the OSS system. Business actors must complete administrative documents, such as KTP, NPWP, and business entity deed if they are a legal entity. After that, business actors fill in business activity data with information such as KBLI, business location, capital, number of workers, and production capacity. If the business is included in the non-UMK category, additional documents such as land ownership certificates and IMB/PBG are also required.

Furthermore, business actors must fulfill the permit requirements by uploading relevant documents, such as NIB, unverified permits, independent statements regarding willingness to fulfill obligations, and environmental documents such as UKL-UPL and Amdal. The technical OPD will verify the submitted requirements. If any discrepancies are found, business actors will receive a notification to make improvements. If all requirements are met, the process continues to the permit issuance stage.

After verification is complete, DPMPTSP will create and print a Statement Letter and Approval Letter which are then initialed by the relevant parties before being signed and re-uploaded by the business actor. After that, the business permit will be issued in the name of the Regent or authorized official. The final step, business actors print the output from OSS and submit one copy to DPMPTSP. With the completion of this process, business actors can carry out their business activities officially in accordance with the permits that have been granted.

Based on the results of previous studies that discussed the supporting and inhibiting factors in the implementation of the OSS-RBA system in various regions, several similarities and differences were found with the conditions in Nunukan Regency. In general, previous studies have shown that although OSS-RBA provides convenience in the licensing process, there are still various challenges that hinder its effectiveness, such as limited infrastructure, lack of understanding of business actors, and technical constraints in the system.

Research conducted by Putra (2023), on the Implementation and Constraints in the Risk-Based Electronic Integrated Business Licensing Process in Cilegon City shows that the main obstacles in the implementation of OSS-RBA are the readiness of human resources, non-uniformity of applications, and internet access which is still a challenge. The results of this study are in line with the conditions in Nunukan Regency, where the limited understanding of business actors regarding the OSS-RBA system is one of the main obstacles in managing licensing.

ISSN 2721-0987 (Print), ISSN 2721-124X (Online)

Research by Winarsih (2023) in the Implementation of Online Single Submission (OSS) Business Licensing Services at the Investment and One-Stop Integrated Service Office in Jombang also found that the lack of knowledge of business actors regarding the OSS system and limited human resources at DPMPTSP were the main inhibiting factors in the implementation of the digital licensing system. This study shows similarities with Nunukan Regency, where business actors who are not yet accustomed to using digital technology have difficulty accessing and operating OSS-RBA. Another study by Zukhri and Putranto (2022) in the Implementation of Electronic and Integrated Risk-Based Business Licensing through the OSS System highlights the importance of coordination between local and central governments in running the OSS-RBA system. This study also found that the main obstacle in the implementation of OSS-RBA is the frequent technical disruptions of the system, such as unstable servers and lack of socialization regarding licensing procedures. The results of this study are relevant to the conditions in Nunukan Regency, where system integration with related agencies still needs to be improved to avoid overlapping regulations and ensure smooth business licensing processes.

Meanwhile, research by Sanjaya (2023) in the Implementation of the Online Single Submission Risk Based Approach (OSS-RBA) Policy in Business Licensing at the Investment and Integrated One-Stop Service Office of Pangkalpinang City found that the main obstacles in implementing OSS-RBA were the lack of socialization to business actors and limited internet networks in several areas. The results of this study are also in line with the conditions in Nunukan Regency, where business actors in remote areas often have difficulty accessing OSS-RBA due to unstable internet networks.

Based on a comparison with previous studies, the main supporting factors in the implementation of OSS-RBA in various regions, including Nunukan Regency, are easy online system access, integration with related agencies, and support from local governments in providing assisted services. However, the inhibiting factors that often arise are the limited understanding of business actors regarding the system, internet network constraints, lack of socialization, and technical obstacles in the OSS-RBA system itself. Therefore, further efforts are needed to improve digital literacy of business actors, improve technological infrastructure, and strengthen coordination between agencies to ensure that the OSS-RBA system can run more optimally in Nunukan Regency.

Conclusion

The implementation of the OSS-RBA system in Nunukan Regency has had a positive impact on accelerating business licensing. With this digital-based system, the licensing process becomes more efficient because it can be accessed at any time without having to come directly to the DPMPTSP office. The risk-based approach also allows businesses with low risk levels to obtain permits more easily. In addition, this system has been integrated with various related agencies, thus accelerating the coordination process in managing permits. However, there are still several obstacles in its implementation, such as the low understanding of the system by business actors, and unequal internet access in several areas. Therefore, socialization and assistance efforts from the local government are important to ensure the effectiveness of the implementation of OSS-RBA in Nunukan Regency.

References

Amalia, S. W., Aspan, Z., & Sumardi, J. (2023). The Influence of Positive Fictitious Principles in The Issuance of Business Licences Through The Online Single Submission Risk Based Approach System (OSS-RBA). *Jurnal Hukum*, *20*(1), 288-305.

ISSN 2721-0987 (Print), ISSN 2721-124X (Online)

Anas, T., & Cahyawati, E. (2023). Strategic investment policies for digital transformation. *Journal of Southeast Asian Economies*, *40*(1), 96-126.

Anggunsuri, U., & Zahara, Z. (2023). Transition Of Online Single Submission (Oss 1.1 To Risk-Based Approach) To Increase Investment In West Sumatera. *JCH (Jurnal Cendekia Hukum)*, *8*(2), 253-263. http://doi.org/10.33760/jch.v8i2.617

Arifin, A. (2024). Creating a sustainable digital business ecosystem: challenges and opportunities for global economic development. *Jurnal Pendidikan Ekonomi (JURKAMI)*, *9*(1), 182-194. https://doi.org/10.31932/jpe.v9i1.3403

Blakely, E. J., & Leigh, N. G. (2013). *Planning local economic development*. Sage.

Das, D. K. (2024). Exploring the symbiotic relationship between digital transformation, infrastructure, service delivery, and governance for smart sustainable cities. *Smart Cities*, *7*(2), 806-835. https://doi.org/10.3390/smartcities7020034

Firdaus, G. A., Sukowati, P., & Adi, D. S. (2023). Licensing of MSME business through online single submission risk based approach. *Cross Current International Journal of Economics, Management and Media Studies*, *5*(2), 11-20. http://dx.doi.org/10.36344/ccijemms.2023.v05i02.001

Kerwin, C. M., & Furlong, S. R. (2018). *Rulemaking: How government agencies write law and make policy*. Cq Press.

Kusumaningtyas, R. O., Subekti, R., Jaelani, A. K., Orsantinutsakul, A., & Mishra, U. K. (2022). Reduction of Digitalization Policy in Indonesian MSMEs and Implications for Sharia Economic Development. *JURIS (Jurnal Ilmiah Syariah)*, *21*(2), 157-171. http://dx.doi.org/10.31958/juris.v21i2.6855

Lontoh, M., Pangkey, I., & Dilapanga, A. R. (2023). Implementation Of OSS-RBA Licensing at the Department of Capital Investment and One-Door Integrated Services, North Minahasa District. *International Journal of Information Technology and Education*, *3*(1), 127-139. https://doi.org/10.62711/ijite.v3i1.144

Manbait, J. J., Sayrani, L. P., & Libing, Z. S. (2022). Bureaucracy Reform in Improving the Quality of Licensing Services. *Devotion: Journal of Research and Community Service*, *3*(10), 979-998. http://dx.doi.org/10.36418/dev.v3i10.202

Matli, W., & Wamba, S. F. (2023). Work from anywhere: inequalities in technology infrastructure distribution for digit workers. *Digital Transformation and Society*, *2*(2), 149-162. http://dx.doi.org/10.1108/DTS-08-2022-0042

Muoki, P. W. (2022). *Mitigating Challenges in the Implementation of the One Stop Shop Model for Approval of Construction Projects in Kenya (a Case of Nairobi City County)* (Doctoral dissertation, University of Nairobi).

Rahmadani, A. E., Pangestu, Y., & Halizhah, N. (2024). Analisis penerapan perizinan berusaha melalui sistem Online Single Submission (OSS) berbasis risiko. *Media Hukum Indonesia, 2*(4), 174–179. https://doi.org/10.5281/zenodo.14060525

Rahmawati, L., Andni, R., & Faza, I. (2023). In Efforts to Improve Online-Based Services (Case study at the One-Stop Integrated Service Investment Office (DPMPTSP) of Jepara Regency). *Journal of Social Science Utilizing Technology*, *1*(2), 68-76. https://doi.org/10.70177/jssut.v1i2.599

ISSN 2721-0987 (Print), ISSN 2721-124X (Online)

Rohadin, R. (2021). Public Service Quality Improvement Strategy by Cirebon City Government Regarding the Granting of Trade-Business-License. *Golden Ratio of Social Science and Education*, *1*(2), 109-120. https://doi.org/10.52970/grsse.v1i2.119

Saputra, R., & Dhianty, R. (2022). Investment Licensing and Environmental Sustainability in the Perspective of Law Number 11 The Year 2020 Concerning Job Creation. *Administrative and Environmental Law Review*, *3*(1), 25-38. https://doi.org/10.25041/aelr.v3i1.2472

Setyawan, E., Utomo, M. T. R. S., & Rahma, N. M. (2024). Strategy for Adapting Licensing Services with the Online Single Submission Risk Based Approach (Oss-Rba) System in Madiun Regency. *inovator*, *13*(2), 167-177. https://doi.org/10.32832/inovator.v13i2.677

Situmorang, G. E. M., Putra, M. G., Mangaraja, S. F., & Rafi, A. M. (2023). Effectiveness of the Online Service Management Information System (SIMPONIE) Application in Online Business Licensing Services. *Journal La Multiapp*, *4*(2), 59-71. http://dx.doi.org/10.37899/journallamultiapp.v4i2.856

Tengku, M., Rahmawati, R., Purnamasari, I., & Salbiah, E. (2023). Efektivitas pelayanan izin berusaha berbasis Online Single Submission. *Jurnal Governansi, 9*(2), 144–150. http://dx.doi.org/10.30997/jgs.v9i2.9942

Van der Waldt, G., & Fourie, D. (2022). Ease of doing business in local government: push and pull factors for business investment in selected South African municipalities. *World*, *3*(3), 470-486. https://doi.org/10.3390/world3030025

Wang, Z., Lin, S., Chen, Y., Lyulyov, O., & Pimonenko, T. (2023). Digitalization effect on business performance: role of business model innovation. *Sustainability*, *15*(11), 9020. https://doi.org/10.3390/su15119020

Winarsih, R. (2023). Implementasi pelayanan perizinan berusaha secara Online Single Submission (OSS) di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu di Jombang. *Jurnal Yusticia Fakultas Hukum Universitas Darul 'Ulum Jombang, 12*(1), 131. https://doi.org/10.32492/jj.v12i1.12110

Ye, J., He, L., & Beestrum, M. (2023). Implications for implementation and adoption of telehealth in developing countries: a systematic review of China's practices and experiences. *NPJ Digital Medicine*, *6*(1), 174. https://doi.org/10.1038/s41746-023-00908-6

Zahara, A., Kabullah, M. I., & Putera, R. E. (2023). Effectiveness of the OSSRBA (Online Single Submission Risk Based Approach) System in Business Licensing Services in Payakumbuh City DPMPTSP. *Jurnal Ilmiah Ekotrans & Erudisi*, *3*(2), 22-40. https://doi.org/10.69989/87y17s52

Zhao, H., Chen, H., Zhao, H., Lu, Y., & Zhu, J. (2024). What business environment element configuration can promote urban digitization development?. *Environment, Development and Sustainability*, *26*(11), 27923-27944. http://dx.doi.org/10.1007/s10668-023-03794-w

ISSN 2721-0987 (Print), ISSN 2721-124X (Online)